

**ABSTRACT**

5 A method and system for remotely building a shopping list for remote shopping and  
ordering merchandise electronically. A shopping list can be built any time, anywhere by  
scanning, speaking, or keying-in barcode numbers such as UPC codes into a data collection  
device that can be an intricate part of the terminal or interfaced to the terminal. The terminal  
is used for ordering merchandise through a direct distance dial or wireless telephone  
network, that could utilize or connect to the Internet, to connect to a shopper assistance  
portal that maintains information relating to a plurality of merchants and a plurality of  
10 product offered by the plurality of merchants. The merchandise is identified by barcode  
numbers in the form of individual digital merchandise codes. The geographical location of  
order placement can be configured by the user to select only merchants that service the  
location. When a shopper selects a merchant, a link is executed to the merchant's e-  
commerce server where the shopper could proceed with the order through the order  
15 receiving system that the merchant has incorporated into their e-commerce system. A  
shopper may purchase all, one, or selected products. Purchases and return transactions are  
preferably conducted between the shopper and the individual merchant. The targeted product  
specific advertising program searches the shopper's list for specific products that a shopper  
in the merchant's service area is planning to buy. Ads are displayed on the terminal relevant  
20 to items that match specific barcode numbers. If the shopper clicks through on the ad, the  
shopper will enter the merchant's site through a special URL along with their active  
shopping list in an attached data packet.

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